MODISH MITZI

Follow The Styles With Mitzi—
You'll Have to Follow, You Can't Hope to Get Ahead

Copyright, 1923, George Matthew Adams

By Jay V. Jay

MITZI never was a high brow, but she has a favorite quotation—"As well be out of the world as out of the Fashion." It is a good line. "You said a giddy Glassful, Colly," chirrups Mitzi.

PRETTY POLLY was a flapper last year. It was fearfully becoming and she hates to give it up. She still wears her bobbed permanent and rolls them down, but she's beginning to wonder how she'd look in long skirts.

DOWDY DORA, poor thing! She wears them all and never wears them right. Wouldn't you know that Dora would drape one of the new tight necklaces over the collarbones she ought to hide? There's very little hope for Dora.

THE GOOFER was a Poor Fish a few years ago. Age has done nothing for him, but to graduate him to the goofer class. Mitzi lets him stick around. "Nobody ever proved it," she says, "but I'm sure he has a kind heart—if any."

MADAME CELESTE is the reason why girls go shopping. "Honestly, dearie," she warbles, "there's not another girlie in New Yawk could wear that hat. And when a person has a style like yours they should play up to it."

HANDSOME HARRY is Mitzi's latest. He's decorative," she says, "and improves the appearance of any room, if you know what I mean." Pretty is as pretty does and Harry does himself very well, indeed.

MODISH MITZI

But a Wrap-Around Isn't a Wrapper!

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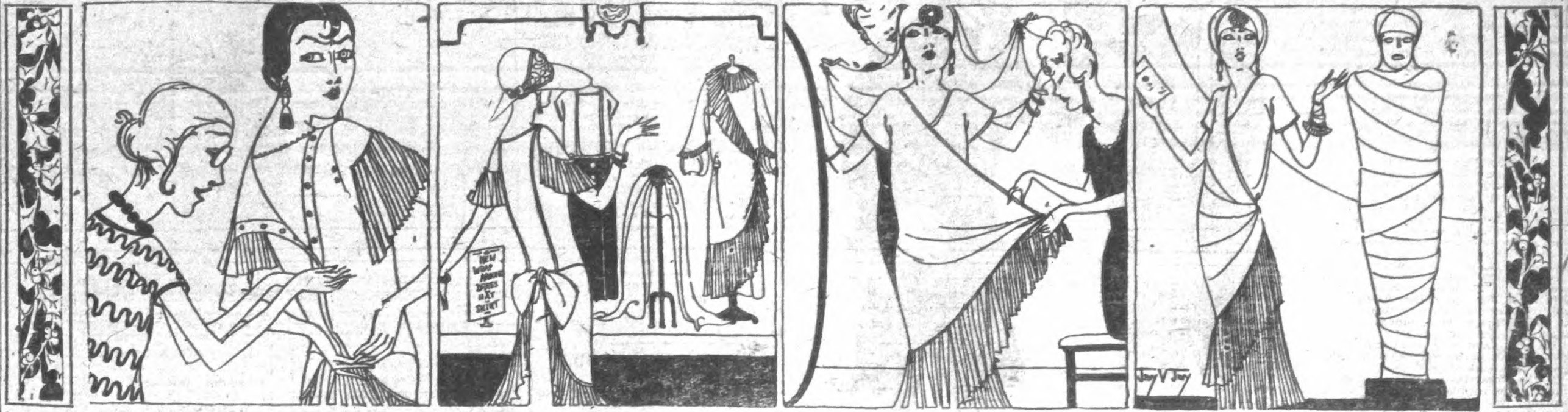

Rome burned while Nero fiddled, but more things than that can happen in the time it takes a woman to get her dress fastened. Poor Dowdy Dora is doing her best but she has come to the conclusion that there are too many snaps for anything but a run-stop contest.

(Notice poor Dora's dress. It's the most unbecoming one she has had in three months, and that's going some. It wouldn't be so bad if Dora had remembered her elbows are the sort that should be covered.)

Mitzi, firmly determined to go out and buy a simple gown that's really simple, found the simplest thing that ever came out of a shop. It's a wrap-around dress, and there are wrap-around skirts and wrap-around coats as well. Each garment requires one fastener—a button, a buckle, or a snap, take your choice.

The dress is made of crepe-back satin (which is just a little newer than any of the silk crepes) and has bell sleeves that puff out above the wrist. One ruffle goes around the neck, down the front of the dress and around the skirt. It's a long, long trail for any single ruffle.

The warrior who wraps the drapery of his couch about him has nothing on the fashionable young woman who wraps the drapery of her gown, her hat, her wrap, about her, and goes out to knock them cold in the fashionable gathering places. (Yes, the hat is made that way, too.)

"We've put one over on you, Phoraoh," says Mitzi. "They made you wait till you were dead before they simplified your costume." "That's all very well," retorts the mummy, "but I set the style 2000 years after I died. A man might have done less, few have done more. I must say it's extremely becoming to you, my dear."

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She Doesn't Even Register With Harry

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By Jay V. Jay

Mitzi is airing her new fall hat on the porch at the country club—and a handsome hat it is, too, with brim of black velvet facing and streamers of brocaded chiffon. It's fairly large, as many dress hats are this season, and frames her face becomingly. Her dress consists chiefly of pleats—which is as it should be.

Poor Goofer! Just when he hoped for a heart-to-heart talk with Mitzi, here comes Handsome Harry. Harry is wearing diamonds, quantities of them. In the best of taste—on his waistcoat and socks. (Diamond patterns are shown in men's suitings for winter, too, and are the newest of designs.)

"A perfect day," says Harry. "This morning I picked out new fall clothes. My tailor—clever chap—is making suits with shortish, semi-fitting coats with broad-cut shoulders. Trousers full with pleated waistlines.

"And this afternoon," he continues, gazing at Mitzi tenderly, "something happened to make it one of the happiest days in my life—"

"Yes?" says Mitzi. "Tell me—"

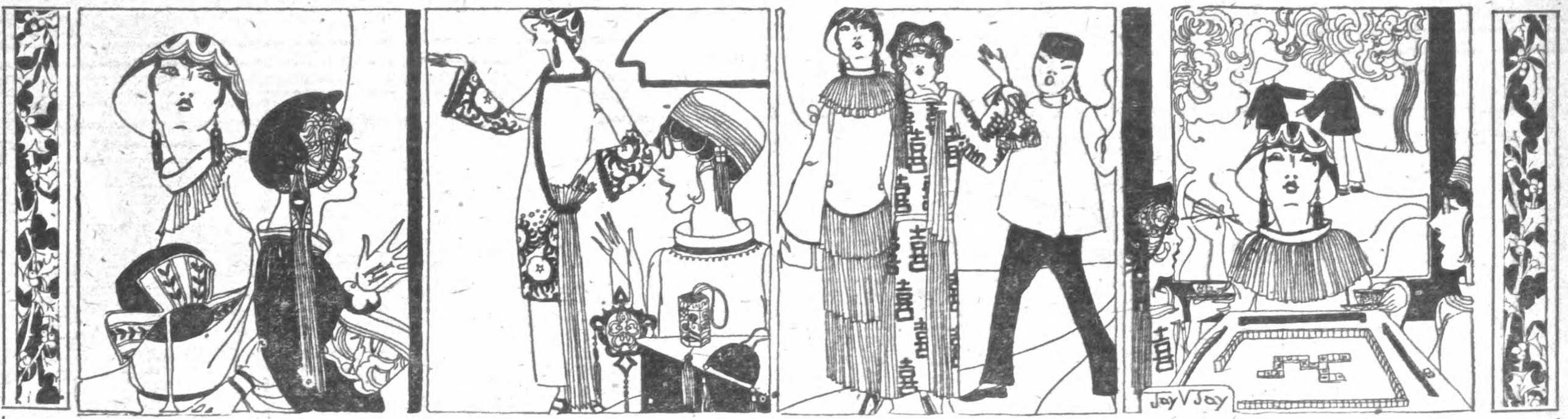
"Miss Mitzi," he tells her, "this afternoon I went around the course in par." He gazes dreamily into the middle distance. He is wondering whether the double herringbone weave should be made with a single breasted waistcoat and a double breasted coat, or with a double breasted waistcoat and a single breasted coat. Either would be fashionable. Both would be becoming. He will go on thinking about it off and on for days and days.

MODISH MITZI

Harmony Is Everything

Copyright, 1928, George Matthew Adams

By Jay V. Jay



"To learn to play Mah Jong really well," says Mitzi, "one should dress in harmony. And isn't it lucky that the Chinese influence is so strong in the new fall fashions?"

"A Coolie Hat, of course," says Mitzi, "There's nothing smarter. I'll take this one of Chinese blue velvet embroidered in gold thread."

It's just possible that coolies don't wear earrings, but what is that to Mitzi? She has just received some new ones of carved Chinese Jade—they are very fashionable and dangle nearly to her shoulders.

"Then a Mandarin Coat Dress should go well with a Coolie Hat. This charmeen is a stunning material." (It's a new lightweight twill with a broadcloth sheen.) The embroideries will be of colored cranes or tea houses or distinctively Chinese chrysanthemums. Her new vanity case is shaped like a tea house, too.

But Poor Dora, why will she wear a tight low neckline with a neck like hers. Mitzi wonders if it would be too unkind to give Dowdy Dora a full length mirror for a Christmas present.

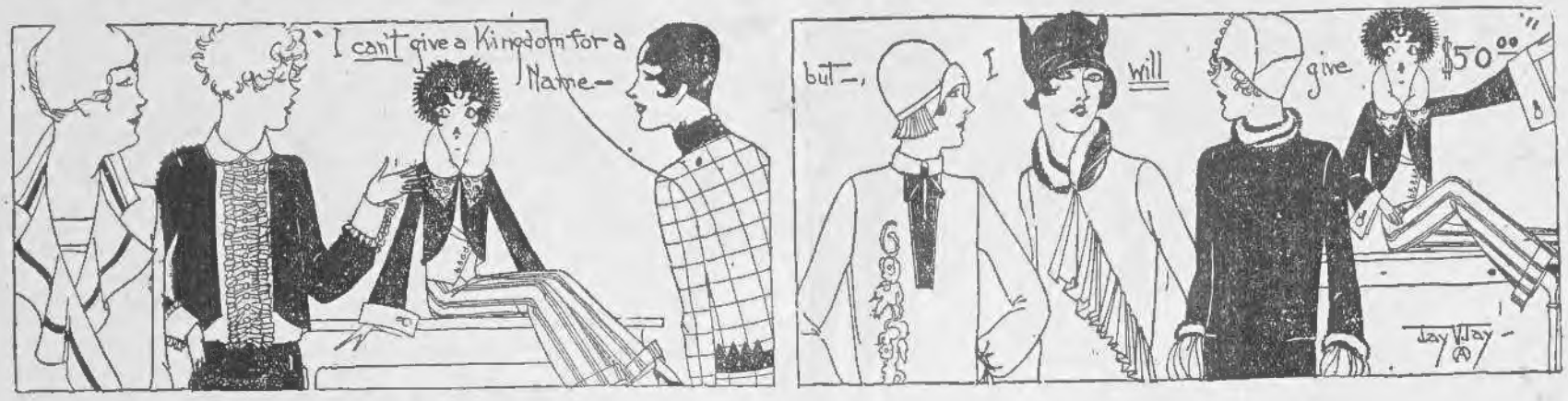
Pretty Polly wanted something really Chinese—something quite different. So she made a stencil from her Chinese laundryman's tickets and now she has the smartest printed crepe that never came from China. It quite baffles the laundryman, tho.

Polly trimmed her dress with dangling litle Chinamen and then bought a Mandarin turban of lacquer red. Her bag is a piece of Chinese Silk with cunning little landscapes embroidered on it.

So here they are. As Mitzi says, "With absolutely Chinese clothes I feel that we are under the proper influence to learn Mah-Jong."

They will even drink their tea without sugar, and Mitzi has bought chop sticks so that they can learn to eat Chop Suey properly. "Such a fascinating game!" they all agree. They aim to collect as many different kinds of tiles in their hands as possible, because they are so pretty. And, after all, harmony is the thing to achieve.

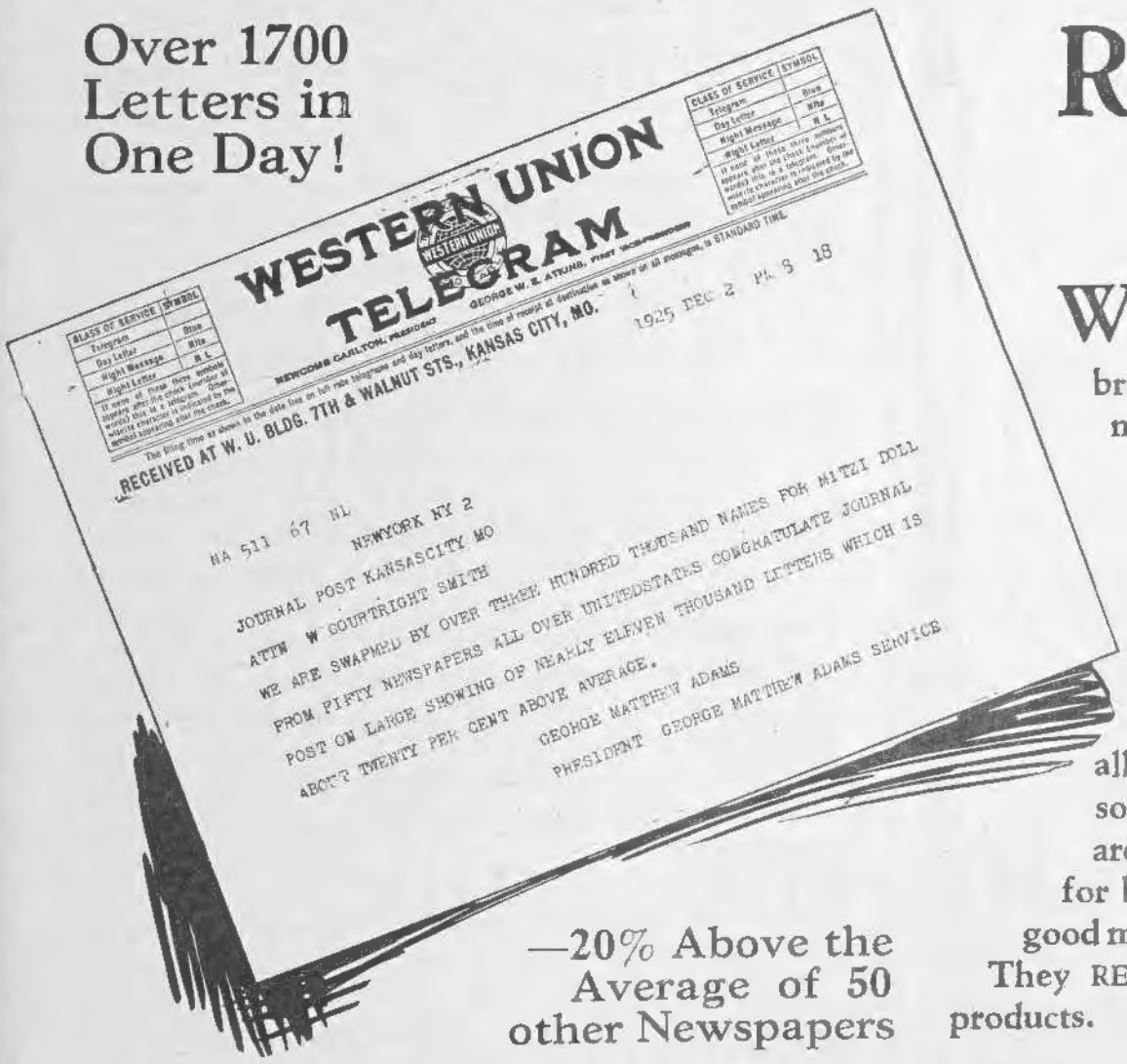
The New York fashion strip on the woman's page of the Journal that brought 10,879 letters



OVER 10,000 LETTERS

in a 20-day contest to name a doll in "Modish Mitzi" strip

Over 1700 Letters in One Day!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ATTN W COURTRIGHT SMITH
WE ARE SWAMPED BY OVER THREE HUNDRED THOUSAND NAMES FOR MITZI DOLL
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WHEN over 10,000 women readers of the Journal-Post send in letters in a brief contest of 20 days, it means far more than a mere interest in the feature itself or in the prize offered.

They read the woman's page, the news, the comics, the exclusive Sunday gravure—they like the newspaper!

A total of 10,879 letters from all over Journal-Post City—western Missouri and eastern Kansas! These women are buyers. They spend millions annually for both necessities and luxuries. They buy good merchandise, familiarized by advertising. They READ *your* advertising and BUY *your* products.

Sell to the Women in Journal-Post City

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KANSAS CITY JOURNAL-POST

LORENZEN & THOMPSON, INC.

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NEW YORK CHICAGO SAN FRANCISCO SEATTLE

16 Pages Of Merchandising Ideas

Woodward & Lothrop Feature Tie-Up with "Modish Mitzi"

"MODISH MITZI," that chic miss who discourses so accurately and cleverly about modes of the moment in her syndicate feature strip appearing in hundreds of the country's best newspapers, has worked in an interesting manner for Woodward & Lothrop, Washington, D. C.

For a number of months whenever Mitzi went to the milliners or to her favorite apparel shop to buy new chapeau, costumes and accessories, Woodward & Lothrop tied up with her comments by featuring in an advertisement at the right of the fashion strip merchandise from their store which tallied with that selected and worn by Mitzi. The illustration shows the interesting manner in which the tie-up was carried out.

Mitzi Has Loyal Readers

The styles featured by Mitzi are widely read in the fashion world. News about them is presented in intimate, chatty language. The serial story about Mitzi's daily activities into which enter her Dad, Aunt Sophie, her "boy friend," the Goofer and her girl companions, Eleanor and Polly, has its devoted followers.

Realizing the possibilities in building prestige for their store as headquarters for the latest fashions, Woodward & Lothrop made arrangements with the Washington *Post* whereby their publicity department was advised in advance of what Mitzi was going to wear and talk about daily. Then the firm's advertising office, having read the news about her latest wardrobe, prepared their copy to tie up directly with the garments mentioned in "Modish Mitzi."

Effecting Direct Tie-Up

When Mitzi commented on Lanvin's latest model in a bouffant robe de style for evening wear, or Chanel sponsored the two-piece mode for tailored frocks, Woodward & Lothrop's announced in their small advertisement following the feature strip that frocks embodying these newest style trends were on display in their ready-to-wear section. No illustrations appeared in the publicity since the sketches of Mitzi were intended to serve this purpose. Oftentimes these depicted the exact model which Woodward & Lothrop had in stock, but most frequently they simply typified a general style and brought customers in to buy.

For example, when the feature strip was entitled, "Mitzi Buys Her Shoes and Bags to Match," the store headed its own advetrisement at the right in this way, "To Be Really Smart One's Shoes and Bags Must Match." Beneath a sketch of a pair of pumps and a bag appeared this caption:

It seems a little pathetic to think that our Mitzi has no bag of suede and lizard matching oxfords of the same leather. Because it is beginning to look as though bags and shoes just had to match or perish.

Woodward & Lothrop also mentioned in their advertisement:

An elaborate type of street shoe of black suede with its smart trimming of black lizard—$12.50—and to accompany this pump is a pouch bag of black suede, $32.

Many Direct Responses

The fact that women approved of the advertising tie-up between "Modish Mitzi" and Woodward & Lothrop was evidenced by the fact that numerous customers came in and asked to see the gowns, hats and accessories "which were mentioned yesterday in Mitzi and which you described in your advertisement."

For a number of months previous to the holiday season this Washington firm made the style feature strip on the Women's page of their newspaper work for them and found responses very favorable and so direct that many customers clipped the feature and brought it in so as to be sure to get the exact duplicate. Although the Mitzi feature is intended to convey a general style trend rather than an exact sketch of some particular model, Woodward & Lothrop's were able to sell other merchandise of practically the same character.

"Modish Mitzi," the well-known syndicate feature which appears in many newspapers daily, was effectively used by Woodward & Lothrop's to tie up with their merchandise

MODISH MITZI
Mitzi Never Thought of That
By Jay V. Jay
It's not the book that is sending the shivers up and down Mitzi's spine. It's the atmosphere. Something ought to be done about it. Her printed silk dressing robe is too thin. She'd like one that was steam-heated right now.
The silk robe with the deep collar and cuffs of moreton ought to give a little more warmth. The furnace must be out of commission. This dressing robe looks a great deal warmer than it feels, decides Mitzi.
How warm can a negligee be? Mitzi is sure that the answer is "not warm enough." Anyway she has put on her quilted negligee of changeable satin. The neck and the sleeves are trimmed with ostrich feathers. Where's that draft anyway?
"Well, why don't you make a fire?" suggests Dad, doing it. Mitzi just didn't think about it. The last thought she had was to wear the flannel robe—mannishly tailored. It was a good thought, indeed it was. A good thought and a warm robe!
Tomorrow—Fur and Fabric Coats That Are Reversible.
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Every Change in the Atmosphere Is a Perfectly Good Excuse for Mitzi to "Indulge" in Another

Fascinating Negligee

A Silk Robe with Deep Collar and Cuffs of fluffy Marlbou—in loveliest in shell pink—velvet brocade on satin, $150.

A Quilted Silk Robe of changeable Satin in lovely hues of blue is quite the thing for "a little colder weather"—$22.

While if one prefers to be thoroughly prepared against the "rankl blast"—nothing could suit the occasion better than a mannish, tailored robe of warm, striped flannel—in any number of smart combinations, $15.

Negligee Section, Third floor.

Woodward & Lothrop

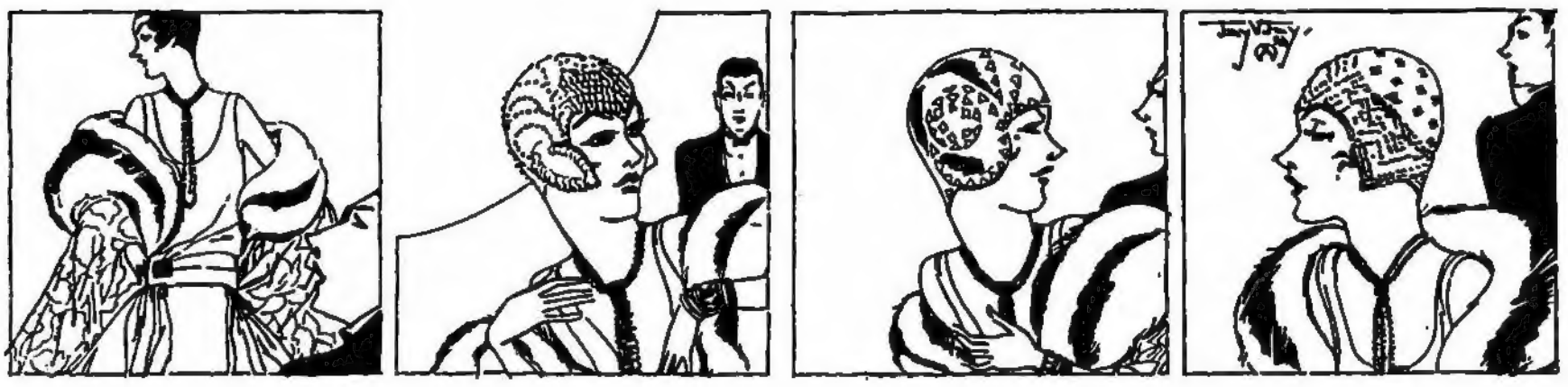
10th, 11th, F and G Streets

Engravings by Gotham Photo Eng.

LAURA JOHNSON [JAY V. JAY] MURPHY

225 EAST 54th STREET, NEW YORK CITY

Originator of MODISH MITZI



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Concerning the Ledger Syndicate's acquisition of

"MODISH MITZI"

the daily Fashion Strip

Dorothy Dix says:

12/29/30

Dear Mr. Watkins:

I want to congratulate you for having acquired MODISH MITZI for the Ledger Syndicate. To my mind it is the most appealing and useful of all of the fashion articles. I never fail to look it over and, being a busy woman with not much time to spare on fashion, I invariably consult it to see what is smart before picking out a new dress, or hat, or bag.

Another advantage that it has is that it doesn't tell us what the Parisian ladies are wearing, but what we can get in our own shops, and that's a wonderful help, for what good does it do us to tell us of something that makes our mouths water, but which we cannot find at home.

"I understand that the clever young ladies who created MODISH MITZI always carefully check up what is being distributed by the manufacturers and wholesalers, so that they always have their feature synchronized with the retailers' output.

Moreover the drawing on this feature is superb and the little serial story that gives continuity to the descriptive matter exerts just enough suspense to make us all want to know what Mitzi will do next day.

Yours sincerely,

Dorothy Dix

For terms and samples wire

LEDGER SYNDICATE — Philadelphia